

WFLX

ORDER

Print Date 08/09/12 Page 1 of 3

Flight Dates 10/08/12-11/06/12

Contract / Revision 806769 /

Original Date / Revision
08/09/12 08/09/12

Advertiser Republican Party of Florida

Agency McLaughlin & Associates

Buying Contact

919 Prince Street
Alexandria, VA 22314Product
RPOF (Bogdanoff, Gardiner, Gaetz)

Agency Com 15%

Billing Contact
919 Prince Street
Alexandria, VA 22314

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 348

Alt Order # 06268012

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL610

Priority P 1

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

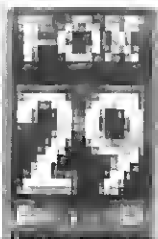
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$16,842.75	\$19,815.00	0.00	10/01/12	10/28/12	69	\$16,842.75	\$19,815.00
Totals	69	\$16,842.75	\$19,815.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/22/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$155.00		0.00			
E 2	WFLX	10/15/12	10/19/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$155.00		0.00			
E 3	WFLX	10/08/12	10/12/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 08/09/12

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Contract / Revision 806769 Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:15:00

Advertiser Republican Party of Florida Product RPOF (Bogdanoff, Gardiner) Estimate # 348

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/08/12	10/12/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$155.00		0.00			
E 4	WFLX	10/22/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$155.00		0.00			
E 5	WFLX	10/15/12	10/19/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$155.00		0.00			
E 6	WFLX	10/08/12	10/12/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$155.00		0.00			
E 7	WFLX	10/22/12	10/26/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MTWTF--	:30	5	\$130.00	P 1	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$130.00		0.00			
E 8	WFLX	10/15/12	10/19/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MTWTF--	:30	5	\$130.00	P 1	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$130.00		0.00			
E 9	WFLX	10/08/12	10/12/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MTWTF--	:30	5	\$130.00	P 1	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$130.00		0.00			
E 10	WFLX	10/22/12	10/28/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTWTFSS	:30	7	\$615.00	P 1	0.00	NM	7	\$4,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTFSS					7	\$615.00		0.00			
E 11	WFLX	10/15/12	10/21/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTWTFSS	:30	7	\$615.00	P 1	0.00	NM	7	\$4,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTFSS					7	\$615.00		0.00			
E 12	WFLX	10/08/12	10/14/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTWTFSS	:30	7	\$615.00	P 1	0.00	NM	7	\$4,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTFSS					7	\$615.00		0.00			
E 13	WFLX	10/28/12	10/28/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$100.00	P 1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$100.00		0.00			
E 14	WFLX	10/21/12	10/21/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$100.00	P 1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$100.00		0.00			
E 15	WFLX	10/14/12	10/14/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$100.00	P 1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/14/12	10/14/12	-----1					1	\$100.00		0.00			

Contract / Revision 806769 Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:15:00

Advertiser Republican Party of Florida Product RPOF (Bogdanoff, Gardiner Estimate # 348

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WFLX	10/14/12	10/14/12	FOX News Sunday	Comm	9-10A	-----1	:30	1	\$100.00	P 1	0.00	NM	1	\$100.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1			1		\$100.00		0.00				
														Totals	69 \$19,815.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WFLX, West Palm Bch	Date: 8.06.12
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I, McLaughlin & Associates,

being/on behalf of: RPOF 3 PACK (Bogdanoff, Gardner, Gaetz), a legally

qualified candidate of the Republican political

party for the office of: FL State Senate

in the General

election to be held on: 11.06.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	WFLX #806769				

Total Charges:

ORDER ATTACHED

16842.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican Party of Florida

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RPOF Treasurer: Jeff Howell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

08.06.12

Date

M Campbell

Signature

To Be Signed By Station Representative



Accepted



Accepted in Part



Rejected

[Signature]

Signature

John Haidson

Printed Name

GM

Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	DC

REQUEST RECEIVED FROM

DATE: 8/7/12

BUYER:	Marianne Campbell
AGENCY:	McLaughlin & Associates
ADDRESS:	566 South Route 303 Blauvelt NY 10913
PHONE #:	203 594 7876
FAX #:	203 594 7877
OTHER:	

AVAILS FOR

COMMITTEE:	Republican Party of Florida
CHAIRPERSON:	
TREASURER:	Jeff Howell
ADDRESS:	420 E Jefferson St Tallahassee FL 32301
PHONE #:	850 222 7920
FAX #:	850 681 0184
OTHER:	

FOR

CANDIDATE:	RPOF - Bogdanoff, Gardiner, Gaetz
OFFICE:	Florida State House
PARTY:	Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	